Voice and Tone

Every day, we strive to build products that make the real estate experience easier and more connected for everyone involved. Zap isn't just an app—at its best, it's a helper and a guide; and it should sound like one.

Voice

We're building a product to serve people, so we need to talk to them like they're people—and people have traits and qualities that shape their personalities.

Approachable

We build technology, but we're not robots. Our voice is warm and friendly. Celebrate the highs, navigate the lows, and let our users know we're on this journey together.

How we do this:
- Be conversational, concise, and straightforward
- High five the wins
- Don't rely on jargon or complex terms

Considerate

Real estate is an exciting business, but it isn't always easy. We lend a hand by offering just the right info at just the right time.

How we do this:
- Take steps to understand the user's context
- Offer tips, tricks, and how-tos
- Be attentive and consider context

Transparent

Real estate is an industry built on relationships; our relationships are founded on trust. We take initiative to be upfront about our mistakes and keep our users well-informed.

How we do this:
- Keep it simple, don't convolute
- Be consistent

Tone

If our voice reflects our personality, tone reflects our personality in the context of a particular situation. You wouldn't greet your friend in the same tone you'd give directions to a stranger.

Sometimes we're encouraging; other times we're careful. Our tone adapts to the situation.

Encouraging

No matter how much you reduce clicks and screens or simplify interactions, you can't always prevent work from feeling like, well, work. We try to celebrate the small wins. Give users a little trophy for traversing the landscape of home buying and selling.
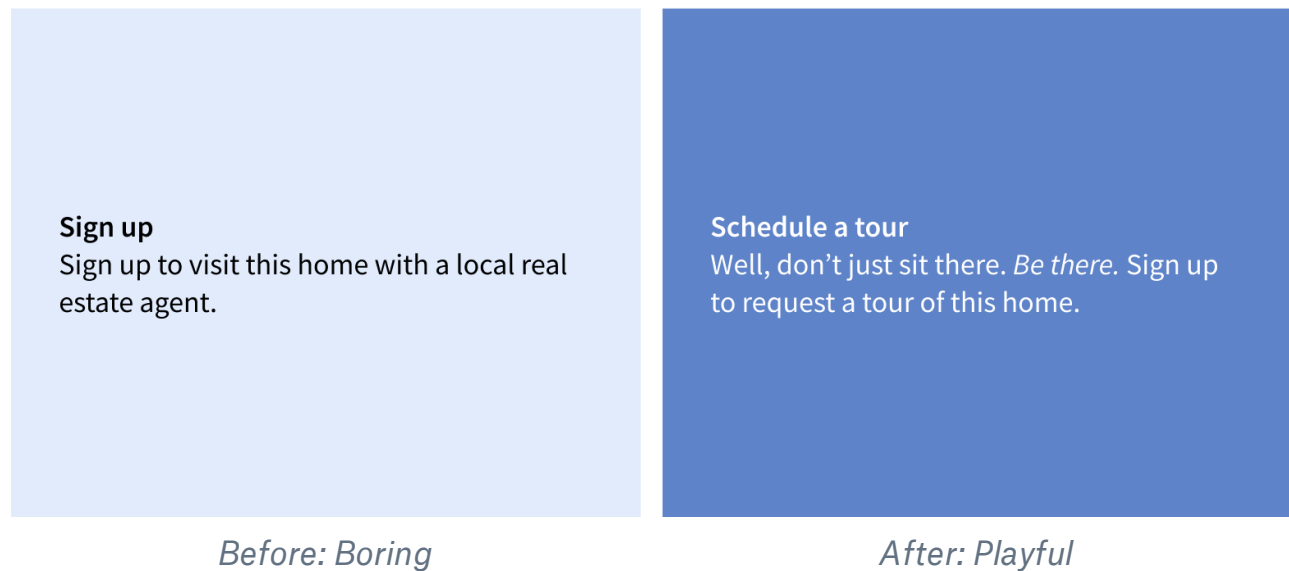
Progress: 50%

Progress: 50%
Nice, you're halfway through!

Before: Bare Bones   *After: Encouraging*
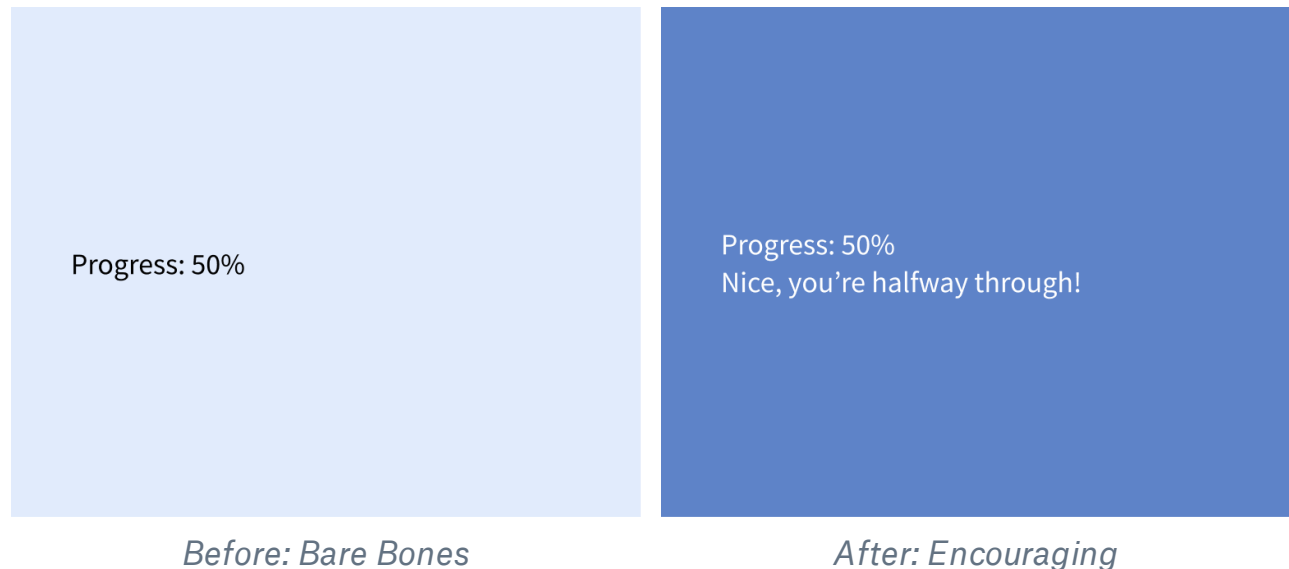
How we do this:
- Recognize hard work

- Provide a clear indication of where people are in the process
- Stay positive
- Let people know what's coming next

Playful

Real Estate is a business of agents, and many agents are certainly in the business of personality. Don't be afraid to show some yourself. When everything is going well, engage users with a sense of playfulness and delight. Used sparingly, it's a potent way to build excitement (and loyalty) with your users.

Sign up
Sign up to visit this home with a local real estate agent.

Schedule a tour
Well, don't just sit there. *Be there.* Sign up to request a tour of this home.

Before: Boring   *After: Playful*

How we do this:
- If there's ever a pause in flow, such as a loading screen, add some delight
- Use confirmation messages to celebrate small wins

Informative

We're an information service at heart, so find opportunities to be informative rather than vague.

Let's be clear when something goes wrong, such as an error, an interruptive notification, or a "no results found" experience.

My Video

Your website is the perfect place to display your work as an agent. To add your video, copy and paste your Youtube video's URL and paste it below. (You can only display one video on your website.)

Before: Too wordy

My Video

Copy and paste your Youtube or Vimeo link below. *Max 1 video.*

After: Informative

How we do this:

- Be direct, clear, and specific about the issue at hand
- Explain problems with simple terms
- Always close the loop with clear, actionable next steps
- Act attentively to user situations

Careful

When things do go wrong, even possibly really, *really* wrong, we should be mindful in exhibiting empathy with our users about what is happening.

Tomorrow's the big day! Just wanted to remind you that the old dashboard will no longer be available after tomorrow, November 6.

Before: Inconsiderate

Thanks for being patient with us as we introduce big changes to Zap. We noticed you were still on the old dashboard and wanted to remind you we'll be retiring it on November 6.

After: Careful

How we do this:

- Don't shy away from the details
- Be sure to allow opt-in, rather than opt-out approaches to interactions
- Break dense information into clear steps across multiple screens
- Don't over-alarm the users unless they should be alarmed. In which case, absolutely be alarming.